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UPDATED LAND USE ANALYSIS AND
LAND DEVELOPMENT PLAN
REIDSVILLE, N.C.

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UPDATED

LAND USE ANALYSIS AND LAND DEVELOPMENT PLAN

REIDSVILLE, NORTH CAROLINA

ABSTRACT

TITLE Reidsville, North Carolina, Updated Land Use
 Analysis and Land Development Plan

AUTHOR Division of Community Planning, Department of
 Local Affairs, (Mark B. Sullivan)

DATE October 1970

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ABSTRACT Compares land use and development changes over the
 seven years since the original planning studies
 were completed. As a result of these comparisons,
 the Land Development Plan is revised and updated
 with recommendations for the planning period
 1970-1990.

 A strong emphasis is placed in the concluding
 section on stronger Planning Board leadership
 in the comprehensive planning process.



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A faint, light-colored map of Reidsville, North Carolina, serves as the background for the cover. The map shows the town's layout, including streets and land parcels, in a light gray or beige tone.

UPDATED

**LAND USE ANALYSIS AND
LAND DEVELOPMENT PLAN**

REIDSVILLE, NORTH CAROLINA

The preparation of this report was financed in part through an urban planning grant from the Department of Housing and Urban Development, under the provision of Section 701 of the Housing Act of 1954, as amended.

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**LAND USE ANALYSIS
COMPARISON
1963-1970**

INTRODUCTION

In 1969 the City of Reidsville and the Reidsville Planning Board applied for "701" planning assistance funds in order to continue the planning process that began almost a decade ago. The object of this report is to update the Land Use Analysis portion of the 1963 Land Development Plan by determining the present pattern of land use and analyzing the manner in which the community has developed since 1963. Particular attention will be given to new land uses and changes in land use that have occurred, as well as problems that may be arising due to recent trends in land use.

In order to make the comparison more explicit, portions of the 1963 Land Use Analysis will be presented in indented paragraphs (as the one below) along with the present findings.

GEOGRAPHIC LOCATION

Reidsville is located in the north central portion of the Piedmont in Rockingham County, midway between Greensboro, North Carolina, and Danville, Virginia, with Winston-Salem forty miles to the southwest and Burlington twenty-seven miles to the southeast. Reidsville is on the edge of the populous Piedmont Crescent and is sharing its economic fortune.

U.S. highways 29 and 158, and North Carolina highways 14, 65, and 87 serve the city, with U.S. 29 as the key route. Rail service is provided by the Southern Railroad with the main line between Washington, D. C., and Atlanta, Georgia, extending in a longitudinal direction through the community.

Limited general aviation is available at a small private airport one mile southwest of the corporate limits. Commercial service is furnished by United, Eastern, and Piedmont Airlines at the Greensboro-High Point Regional Airport, 35 miles to the southwest.

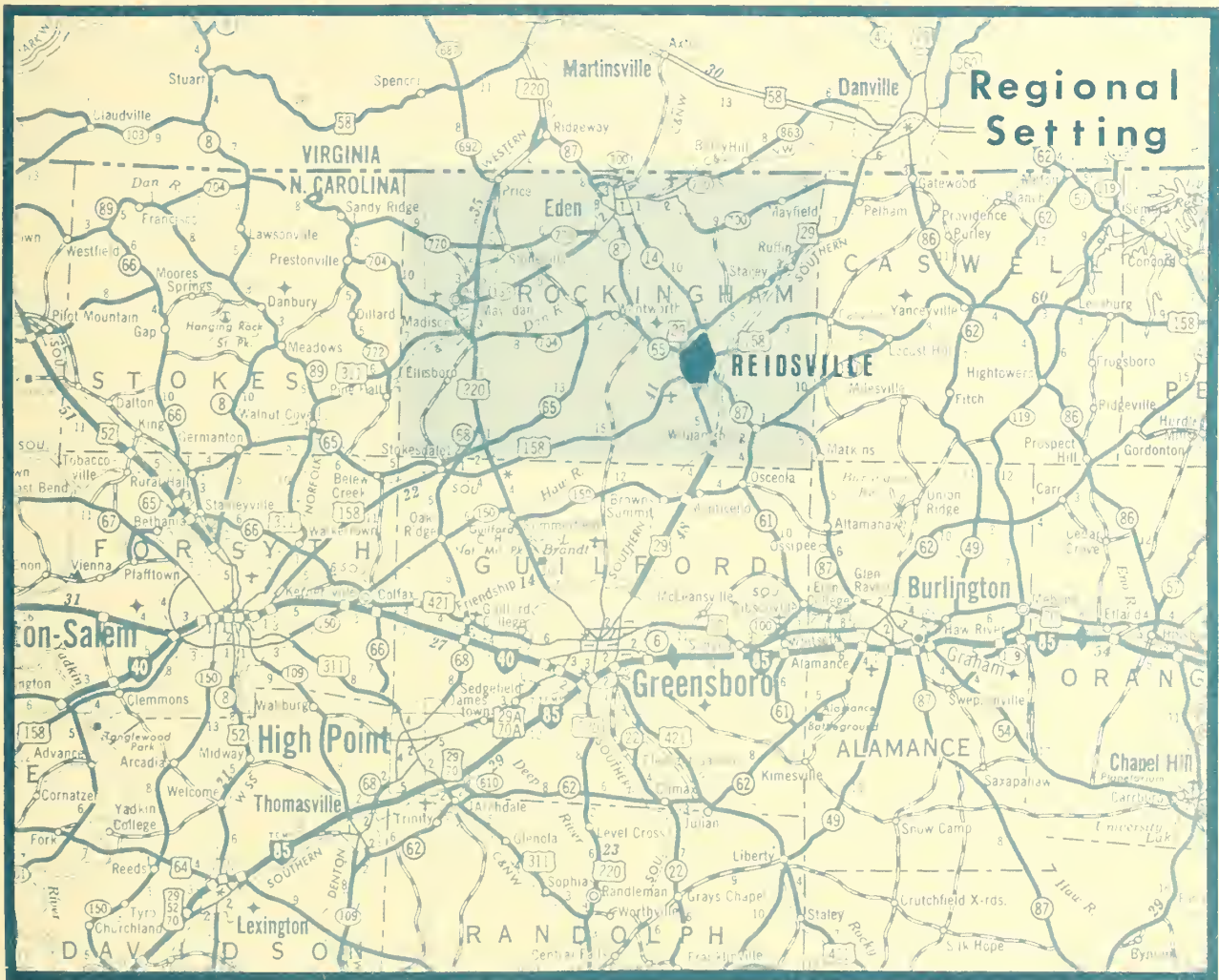
HISTORICAL DEVELOPMENT

The area that is now Rockingham County was first settled in the 1760's by patriots seeking political and religious freedom. In 1785, Rockingham County was formed from the northern portion of Guilford County. Thirteen years later, in 1798, Wentworth was established as a county seat.

During the early 1800's Rockingham County was still predominately a sparsely populated rural county, although during this period more and more people were settling in the county. To the north of Rockingham County there was a growing concentration of population in the area that is now Danville, Virginia; to the south there was also emerging another urban area now called Greensboro. By the middle of the Nineteenth Century, a road was constructed between these two urban centers and stagecoach service was provided. The halfway point between these two centers was in the southeastern portion of Rockingham County where Reidsville is now located -- at that time marked only by a county post office, a general store, and two residences. In 1863 the road between Greensboro and Danville was paralleled by the construction of the Piedmont Railroad. The halfway point and the principal stop between the two urban centers was the small community with the post office, the general store and two residences.

In 1866, three years after the construction of the railroad, a Mr. May Oaks, apparently realizing the potential of the area, built the first hotel. This was followed by the construction of a second store a year later and a second hotel by 1871. In Reidsville's history the year 1871 is more significant, however, because it marked the beginning of manufacturing in the community. Interestingly, it was a tobacco processing operation located in the basement of one of the two general stores. This small manufacturing operation apparently was the fertile seed that the community needed, as in the following year two tobacco warehouses were opened and within twelve years an area had developed to a point where ten to twelve plug and twist tobacco factories were in operation.

Reidsville became incorporated in 1873 and by 1880, the date of the first decennial census, there were 1,316 people living within the corporate limits. By 1900, the community had continued to grow in area and in population to the point where it was the largest community in Rockingham County. By 1910 the population was 4,820 with over 1.6 square miles of land within the corporate limits.



MAP-1

POPULATION

During the 60 years prior to 1960, Reidsville Township had grown faster than any other township in Rockingham County, except Leaksville, although the two townships were growing at nearly the same rate. Up until 1950, Reidsville Township had also grown at about the same rate as the Piedmont, but during the years 1950 to 1960 the township did not increase in population quite as much as the Piedmont (from 7% more to 1% less).

As a result of Reidsville's annexations in the 1930's and 1950's, much of the township growth has occurred within the city limits. The population of the incorporated area of Reidsville in 1960 was 14,267. This represented approximately 80% of Reidsville Township's population and 20% of Rockingham County's population. Today the City of Reidsville, along with its one-mile fringe area, comprises a planning area which includes most of Reidsville Township.

On the eve of the 1970 census, it would serve little purpose to make detailed comparison or conjectures concerning the planning area's population. However, the most outstanding conclusion presented in the 1963 Population and Economy Study may still be of some relevance. City population trends in 1963 were characterized by:

1. A high female-to-male ratio with men representing only 47.8% of the population;
2. A high Negro portion of the population (high for the northern Piedmont, but not for Rockingham County), amounting to one-third of the population; and
3. A steady loss by outmigration of the 20-49 year age group, so vital to any city's labor force.

The accompanying population figures can be useful planning guides. In the Reidsville Housing Study prepared by Eric Hill and Associates, Inc., in 1969, Reidsville's population was

estimated at 15,002, and the total planning area population estimated at 17,500. They also project a total planning area population of 18,200 by 1974. Preliminary 1970 census figures now indicate the city itself has lost population, but that the planning area projections may be nearly correct.

Table 1

1950-1970 Population for Reidsville, Reidsville Township, and Rockingham County

	1950 ^{1/}	1960 ^{1/}	1966 ^{2/}	1970 ^{3/}
Reidsville	11,708	14,267		13,436
Reidsville Township	15,198	17,772	17,983	
Rockingham County	64,816	69,629		71,263

^{1/} U.S. Bureau of Census figures.

^{2/} Special U.S. Census

^{3/} Preliminary 1970 U.S. Census figures.

There are many variables that can cause deviations in population projections: the vitality of the local economy, the attractiveness of the community, appearance of the downtown area, the local tax structure and tax rate, the availability, adequacy and costs of municipal services, and the availability of residential dwellings, all contribute to whether or not an individual or family decides to move into a community or if already living in the community, whether or not to move away.

ECONOMIC REVIEW

THE INDUSTRIAL BASE

Since the 1870's, Reidsville's economy has been centered around tobacco, first as a money crop only, and later as a money crop and a raw material for the local tobacco processing industries. As result of this reliance on tobacco, the economy fluctuates with tobacco yields, tobacco prices, and employment in the local tobacco-related industries. If farmers in the area have a good harvest and receive reasonable prices for their tobacco, there is a noticeable buoyancy in the economy resulting from the rural people being less reluctant to spend a sizable portion of their earnings. The same is true with the local tobacco processing industries, the major employers in the area. If employment is fairly stable with no prospects of cutbacks, the local businessmen can reasonably predict their weekly financial transactions. If, however, there are even rumors of a curtailment in production, it often immediately results in reduced spending.

The occurrence of poor harvests and/or low tobacco prices normally have been offset by a high level of employment and vice-versa, thus keeping the local economy on a somewhat even keel. In the past the whole economy of Reidsville was centered around tobacco and was therefore subject to the fluctuation of this one product.

However, a very significant trend toward greater diversification of the industrial base is adding more stability to the local economy. In the 1920's the first major industry not related to tobacco located in Reidsville. In the intervening years other industries not related to tobacco have also located in Reidsville. The effect on the economy has been felt in many areas, but more important, this trend toward diversification has meant that the "tobacco" payroll dollars that have long aided in stimulating the local economy are now being increasingly supplemented by payroll dollars from non-tobacco related industries.

In recent years the levelling off in tobacco employment has been matched by expanding textile industry employment in Reidsville. In addition, there are three other industrial groups that are making significant contributions to Reidsville's economy --electrical products, plastics, and metalworking manufacture.

The Sylvania Electric Products Company, Inc., which recently established a local plant for the manufacture of metal lighting fixtures, is especially important since it has added an entirely new industry to the community. There are good prospects for future employment expansion at Sylvania, especially since its Fall River and Wheeling, West Virginia, plants are or will be closed, with transfer of some of those plant's operations to Reidsville.

Local firms in the plastics and metalworking industry have also had substantial growth in the 1965-68 period, doubling their employment in that three-year period. While no significant expansion plans have been announced, these manufacturing enterprises are considered by local community leaders to be aggressive businesses that will continue to have a good record of growth over the next three to five years.

Table 2
Major Manufacturing Employment in Reidsville,
1965 and 1968

Industry Group	1965	Per Cent*	1968	Per Cent*
Tobacco	2,185	50.7	2,191	41.0
Textiles	1,661	38.5	1,936	36.2
Apparel	316	7.3	518	9.7
Electric Products	0	0	375	7.0
Plastics	74	1.7	185	3.5
Metalworking	77	1.8	140	2.6
Total	4,313		5,345	

Source: Reidsville Chamber of Commerce

*Percent of total major manufacturing employment

Today the tobacco industry accounts for only about 40% of manufacturing employment, but paradoxically the city is not much better off in terms of diversification to guard against economic decline than it was several years ago.

At the same time the tobacco industry is experiencing a nationwide decline in sales, the textile and apparel industries, which now account for almost 46% of manufacturing employment, are threatened by high labor costs and a flood of foreign competition. The remaining 13% of electrical, plastics, and metalworking employment does little to compensate for the threatened 87%. It is therefore desirable that diversification continue, especially with regard to the rapidly developing industrial park just outside the fringe area to the southeast.

THE COMMERCIAL BASE

An overall evaluation of Reidsville's commercial activities from data presented in the 1967 U.S. Census of Business is not conclusive since it covers only about half the period that has elapsed since the last land use analysis.

Retail trade grew at about the same pace as in the 1950's-- just about 10% behind the rest of the nation. Considering the population differences between Reidsville and Eden, it would seem that Reidsville was just about holding its own in subregional competition.

The 16% increase in wholesale trade listed for Reidsville reflects the growth of that activity in the community, and would no doubt now show somewhat higher.

Service activities such as laundries, professional offices, banking, barber and beauty shops, show a peculiar lack of growth in the Reidsville area, compared with the greatly accelerated national trend; even though the remainder of Rockingham County was experiencing a much greater service growth than Reidsville.

Table 3
Commercial Activities Comparison
1963-1967

Activity	(\$1,000) 1963 Sales	(\$1,000) Sales 1967	Per Cent Change
<u>Retail Trade</u>			
Rockingham County	71,441	90,198	26.3
Reidsville	28,610	35,060	22.5
Eden	24,085	31,046	28.9
Remainder of County	15,746	24,092	28.5
North Carolina			33.6
<u>Wholesale Trade</u>			
Rockingham County	38,525	41,954	8.9
Reidsville	15,152	17,570	16.0
Eden	4,323	4,413	2.1
Remainder of County	19,050	19,971	4.8
North Carolina			36.5
<u>Selected Service Receipts</u>			
Rockingham County	6,426	8,671	34.9
Reidsville	3,240	3,744	15.6
Eden	1,669	2,621	57.0
Remainder of County	1,517	2,306	52.0
North Carolina			43.9
Source: 1967 U.S. Census of Business			

LAND USE ANALYSIS

The Reidsville planning area, which includes the incorporated area and the fringe area within one-mile of the corporate limits, envelops approximately 22 square miles of land. In this chapter, development patterns and development problems in the planning area will be discussed, concluding with a discussion of each of the major land use categories found in the area.

DEVELOPMENT PATTERNS AND PROBLEMS

Unlike Greensboro and many other communities, Reidsville is not growing in a circular fashion. As was pointed out earlier, most of the urban development occurring in this century has been in the southwest quadrant with very little expansion in the other quadrants. There are many partial explanations for this phenomenon, but undoubtedly the major contributive factor has been the topography. Much of the land north and east of the central business district has slopes greater than 15 per cent, while to the south and southwest, most of the land has slopes less than 15 per cent.

Early development in Reidsville occurred mainly between Harrison and Carter Streets and Washington and Harris Streets in a relatively level area where several ridges intersect. As the community grew in size, development expanded in all directions. It was not long, however, until expansion to the north and east and to the northwest, to some extent, was curtailed by rugged topography. Urban development in the south and southwest continued, however, because the land in this area was suitable for urban uses since it had only moderate slopes.

Prior to 1958 and the construction of the bypass, development had begun to string out in a linear fashion along the major radial streets in the south and southwest. The construction of the bypass in 1958 set up a barrier to the extension of this type of development, and in the intervening years the prime vacant land between the bypass and the urban area has begun to be developed.

East of the railroad, the land is dissected by numerous and rather deeply entrenched streams with slopes greatly exceeding 15 per cent in some areas. Development in this area has been mainly restricted to the properties adjacent to the streets that extend along the ridges.

FLOOD PLAINS

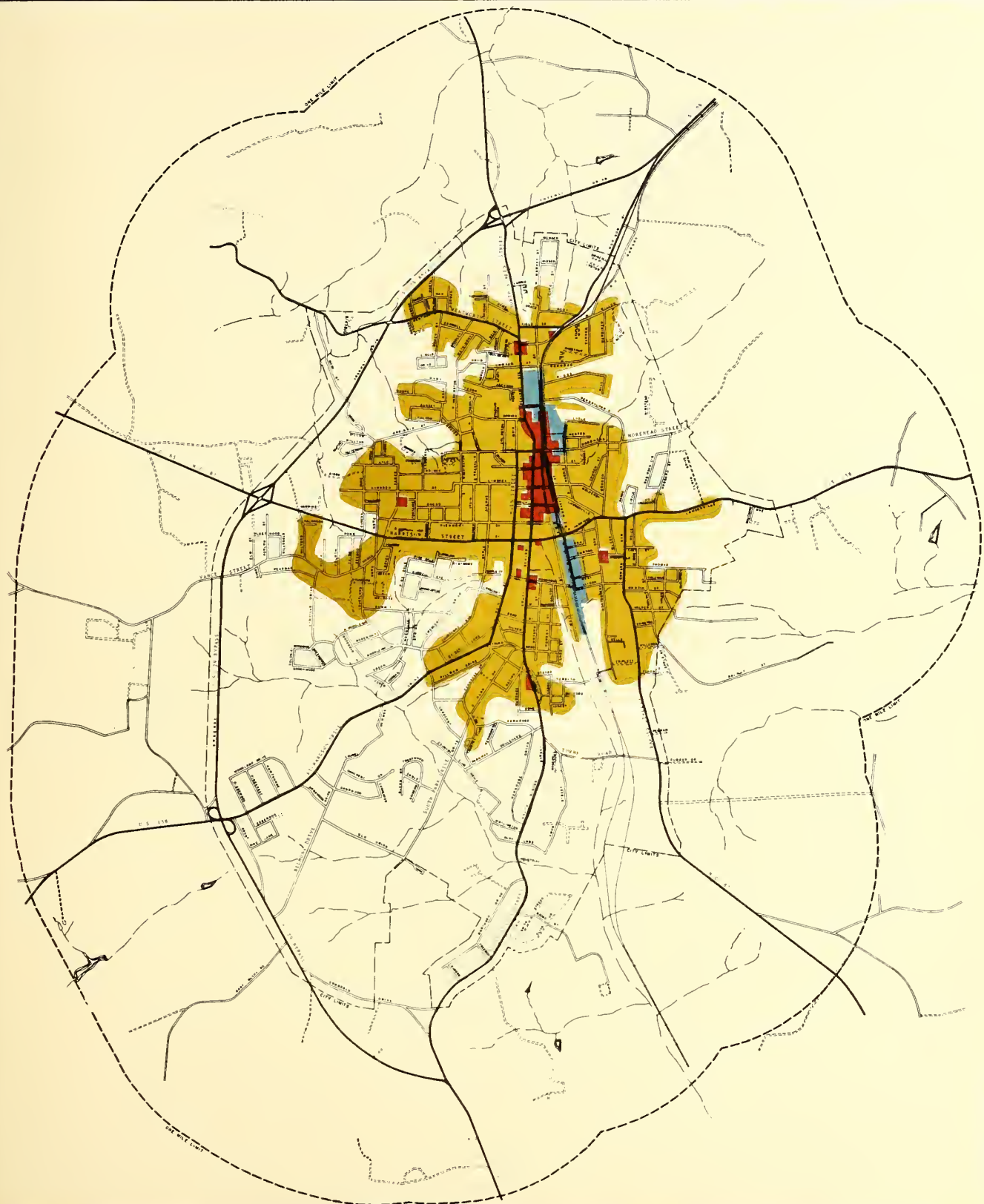
Troublesome Creek and Wolf Creek are the two major streams in the area. Both of these and several of their tributaries have flood plains of varying widths for most of their length. These flood plains, as the name implies, are relatively flat and are subject to periodic flooding and therefore are not suitable for any type of urban development, except for certain limited types of recreation. In most instances, the plains are bordered by rather steep slopes.

NATURAL DRAINAGE AREAS

There are two major natural drainage areas in the Reidsville planning area. The largest is Troublesome Creek which drains the area south of Harrison Street and west of Barnes Street. The second largest is Wolf Creek which drains the area west of the railroad and north of Harrison Street. The areas east of the railroad are drained by several small finger-like tributaries that flow eastward into Hogans Creek.

The effect of this drainage pattern on urban development has been significant primarily because the municipal sanitary sewerage system is a gravity system and therefore the network lines must be confined to the drainage basin of the treatment facilities (unless pumps are provided). In Reidsville two treatment facilities are in operation, one north of the corporate limits on Wolf Creek and the other south of the corporate limits on Troublesome Creek. Since the drainage areas of these two streams are located mainly west of the railroad, most of the planning area west of the railroad can be "sewered" by extending existing lines. This means that new development in this portion of the community can be furnished municipal sewer service.

East of the railroad the same situation does not exist, as several small drainage areas extend into this area. Three pumping stations have been installed to provide municipal service to some of the densely populated areas. To expand the municipal sewerage service in this general area, however, would be extremely costly as additional pumping stations or treatment plants or both would be needed. With the amount of vacant land west of the railroad in areas that can be serviced relatively easily by extending existing sewerage lines, any development to the east of the railroad other than low-density residential development should be discouraged (unless the developers of any proposed development are either willing to provide their own sewerage treatment facilities or to be assessed by the municipality for the total cost of connecting a particular area to the municipal system).



REIDSVILLE PLANNING AREA
ROCKINGHAM COUNTY
NORTH CAROLINA

0 1000 3000 5280
SCALE IN FEET

1939 LAND USE

- RESIDENTIAL
- BUSINESS
- INDUSTRY

SOILS

There are many ways that soils either directly or indirectly affect urban development. For example, soils that are exceptionally fertile and in agricultural use often are not readily available for urban purposes. Also, soils that have a high water content are often bypassed by developers. One of the most important relationships, however, between soils and urban development is the suitability of soils for septic tanks, especially where municipal sewerage facilities are not available. Unfortunately, this relationship is occasionally overlooked by developers.

Soils in the northwest, north and northeast are generally unsuitable or questionable for septic tank systems, while the soils found in the southwest are generally suitable.

MIXED LAND USES

There is not the mixture of land uses in Reidsville that is often found in other communities. Most of the commercial uses are located in or near the central business district, and the industrial uses with two or three exceptions are all located in close proximity to the railroad. The residential areas are likewise noticeably free of incompatible uses that can destroy the residential character of neighborhoods. There are, nevertheless, some areas in Reidsville where there are undesirable mixtures of land uses. Probably the two most noticeable would be the area east of the railroad between Carter Street and Harrison Street and the area adjacent to South Scales Street between Harrison Street and Parkway Boulevard.

Within the next five to ten years, it is very probable that there will be a significant increase in the mixture of undesirable land uses in Reidsville unless firm measures are taken, primarily through the zoning ordinance, to prohibit non-residential uses from infiltrating into the residential areas. There are at least two major reasons for this conclusion:

First, urban development is rapidly spreading out, engulfing areas that in the past have been rural in character. To date, these newly developed areas are residential with little or no commercial uses mixed in with the dwellings. Within the next few years, as the population densities increase in these areas, it will become increasingly financially

feasible for supplementary land uses, such as grocery stores, drug stores, dry cleaning establishments, etc., to locate in these areas.

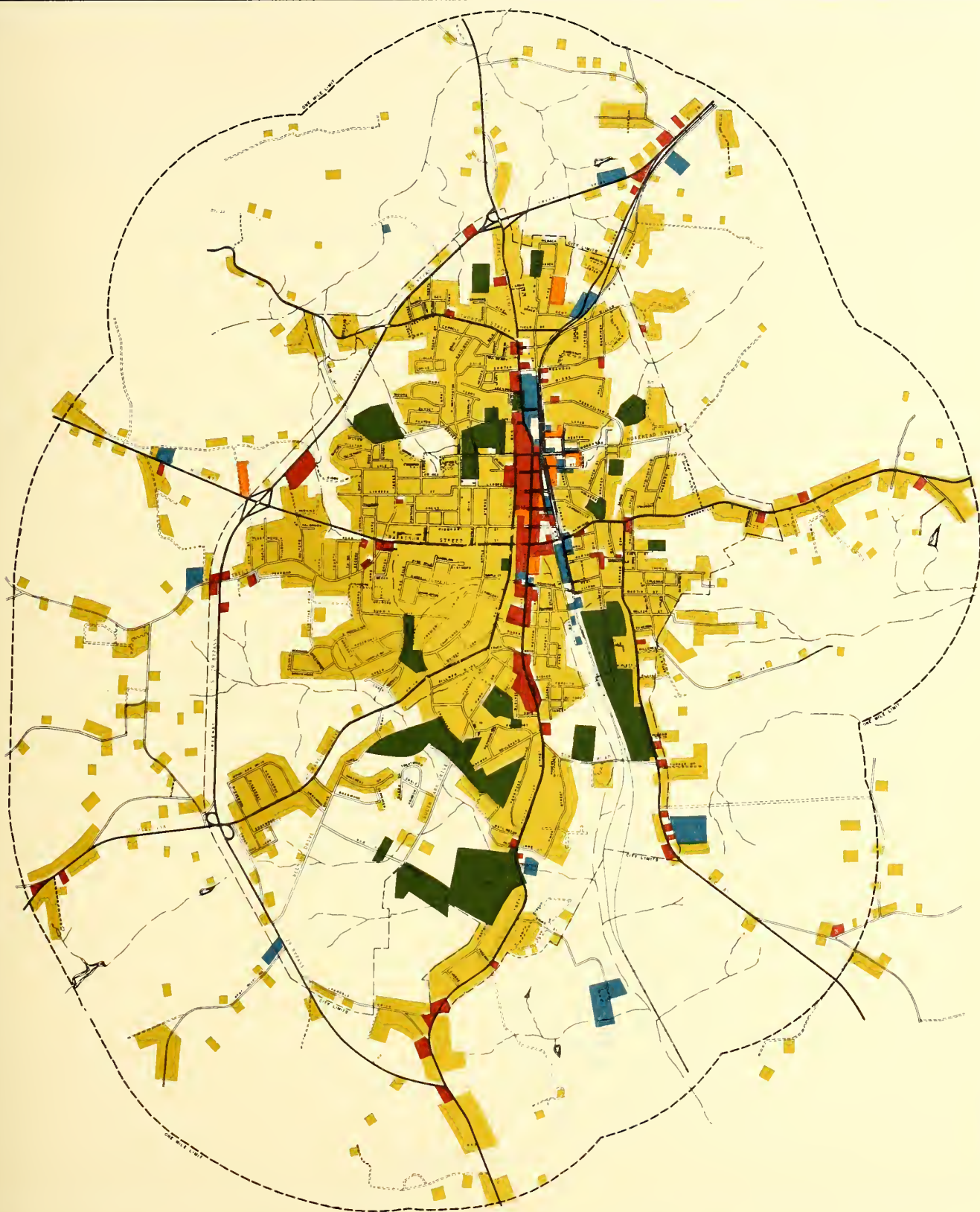
Secondly, the mixture of undesirable uses will likely increase in the next few years by the fact that the community is reaching a geographical size and population where it can support many business activities that would not be financially profitable in smaller communities. Also, the community is reaching a population size where it is becoming increasingly feasible to have branch or duplicate facilities of those located in the central business district.

Unless desirable locations are provided for these uses in accordance with an overall development plan, these uses will begin appearing in undesirable locations, possibly destroying the character of well established neighborhoods.

In the years since the 1963 land use analysis, the nature of the development pattern has not changed so much as it has intensified. With a number of significant exceptions, growth has concentrated itself in the southern and western portions of the planning area.

While the administration of the zoning ordinance has protected against mixed uses inside the city to a large degree, it is not in the nature of the zoning tool to be able to remove incompatible land uses already blighting neighborhoods -- such as in the northeast side. Some more drastic action will be needed for rehabilitation of neighborhoods in the northeast "crescent of blight."

While the tempo of development has increased in the fringe area, it would now seem that it is on the verge of more development than could have been anticipated during past planning or zoning efforts. The fringe area is much more vulnerable to poorly planned land development than is the city itself, simply because the land use pattern is not yet that firmly established. For this



REIDSVILLE PLANNING AREA
ROCKINGHAM COUNTY
NORTH CAROLINA

0 1000 3000 5290
SCALE IN FEET

1963 LAND USE

- RESIDENTIAL
- BUSINESS
- WHOLESALE
- INDUSTRY
- SOCIAL AND CULTURAL

MAP-3

reason, a great deal of care must be taken to guide forthcoming development in the fringe area.

There is already a shortage of close-in development sites for all purposes within the city, and as that shortage intensifies, it will become more necessary to regulate or prohibit most development in the flood plain areas.

Throughout the planning area, strip development is asserting itself as the rule rather than the exception. This is a poor use of land in both city and the fringe area. It will ultimately make it much more difficult to serve developed areas in the fringe areas (and beyond) with municipal services, and will therefore increase the difficulty of future annexations for the city. Finally, this sort of strip development within the city is threatening established and well-maintained neighborhoods with incompatible land uses or changeovers to new land uses. Most often these changeovers are unnecessary and wasteful for the city as a whole, no matter how much they may increase property values for a few. Here again, some stronger tool of implementation is needed to make better use of land near the center of the city.

LAND USE

In January, 1970, a field survey by the Division of Community Planning recorded non-residential land uses throughout the planning area. From this field work, and the residential land use data collected in June of 1969 by Eric Hill Associates for the Reidsville Housing Study, an analysis has been prepared of present land use patterns.

This statistical analysis of Reidsville's land use compares each use quantitatively between 1963 and 1970. In order to give a clearer picture of the actions responsible for the

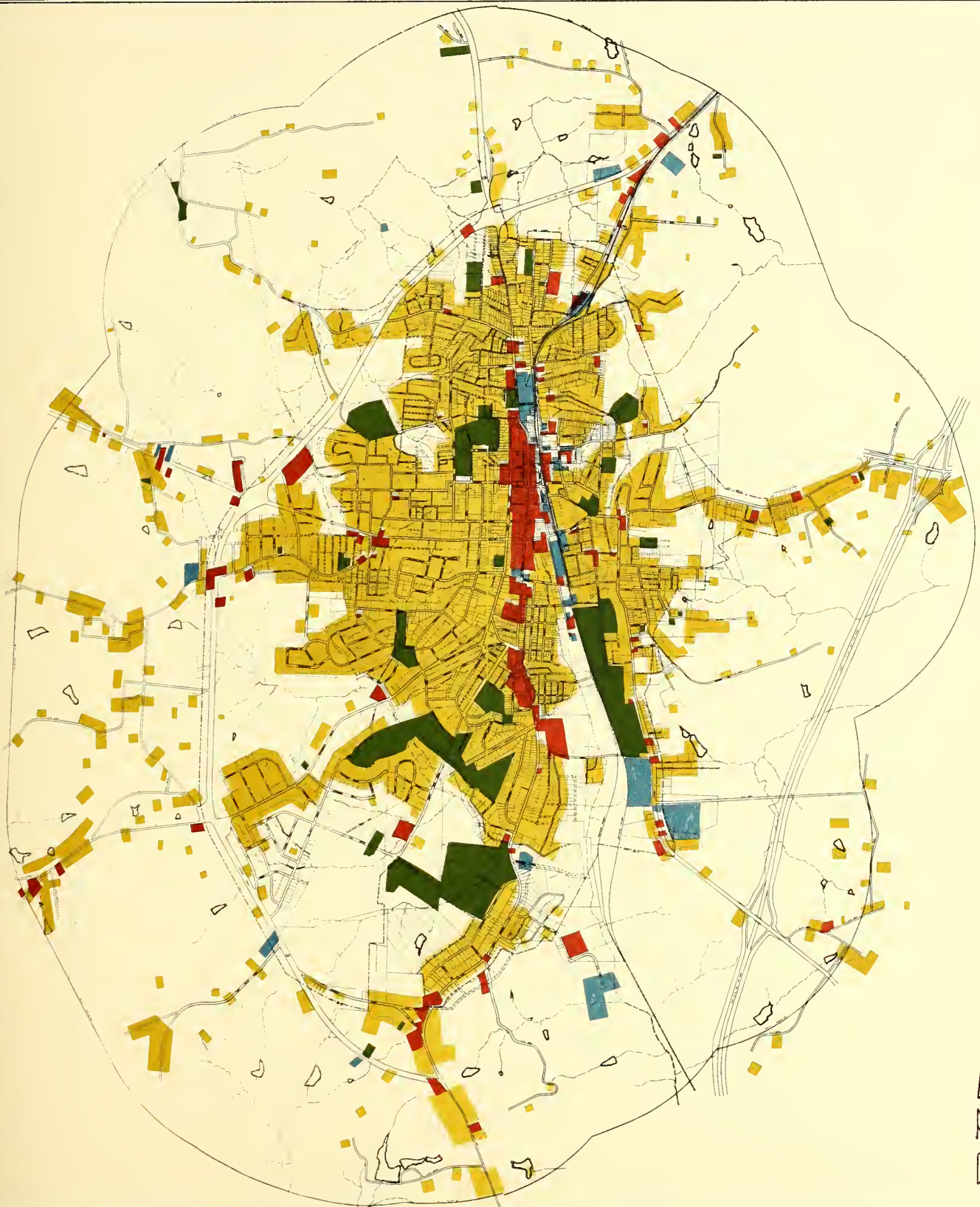
totals in the analysis table, detailed tables are also presented in the following pages showing the amount of residential and non-residential development acreage added to, and removed from, the land use pattern since 1963.

Residential Land Use

A thorough analysis of residential land use in the planning area has already been done by Eric Hill Associates in the Reidsville Housing Study. To summarize their findings:

1. Most residential development has taken place in the southwestern sector of the planning area in numerous scattered locations. A slight amount of "in-filling" has taken place in the older sections of the community, and a few houses have been built in the north and east sectors.
2. An estimated 17,500 people are presently living in the planning area occupying some 5,325 housing units, and on the average, each unit houses 3.29 people.
3. Densities range from a high of 16.1 people per developed residential acre in Neighborhood 6 (where an estimated 2,570 people live in 782 housing units), to a low of 1.5 people per acre in the fringe area. The other two highest densities within the city are in Neighborhood 2 (14.9 people per acre), and Neighborhood 7 (12.7 people per acre).

When asked about the current housing situation during Eric Hill Associates' field survey, local businessmen most often cited "scarcity of land" as the foremost problem. Recent trends in development and particularly the initiation of subdivisions outside the planning area do point to this as a problem. However, about 5,100 acres of land within the planning area have been judged particularly suited for conversion to residential use from its present woodland or cropland status. Therefore, it is clear that the problem is not in the quantity of vacant land, but in



REIDSVILLE PLANNING AREA
ROCKINGHAM COUNTY
NORTH CAROLINA



GENERALIZED
1970 LAND USE

- RESIDENTIAL
- BUSINESS
- INDUSTRY
- SOCIAL AND CULTURAL

MAP-4

Table 4

ANALYSIS OF REIDSVILLE LAND USE, 1963 to 1970 (by acres)

Land Use	Resi- dential	Indus- trial	Retail Business	Whole- sale Business	Services (incl. Gov.Serv.)	Social and Cultural	Trans- porta- tion	Vacant or Undeveloped	Total
<u>Incorporated Area</u>									
1963 Survey	1,291	42	40	25	51	282	666	2,353	4,749
1970 Survey	1,374	72	59	16	52	289	667	2,221	
Percent of Land	28.9	1.5	1.2	.3	1.1	6.1	14.0	46.8	
Change	83	30	19	-9	1	7	1	-132	
Percent of Change	6.0	41.7	32.2	-36.0	1.9	2.4	.1	-5.6	
<u>Fringe Area</u>									
1963 Survey	*	57	7	5	15	36	301	*	9,059
1970 Survey	719	65	7	26	16	42	**	**	
Percent of Land	7.9	.7	.1	.3	.2	.4	**	**	
Change	74	8	--	21	1	6	**	**	
Percent of Change	10.3	12.3	--	80.7	6.3	14.3	**	**	
<u>Total Planning Area</u>									
1963 Survey	*	99	47	30	66	318	967	*	13,808
1970 Survey	2,093	137	66	42	68	331	**	**	
Percent of Land	15.2	1.0	.5	.3	.5	2.4	**	**	
Change	157	38	19	12	2	13	**	**	
Percent of Change	7.5	27.7	28.8	28.6	2.9	3.9	**	**	

* 1963 Survey reported residential and undeveloped land uses as a single, undifferentiated figure.

** Not accurately available at this time. Final figures will include new N.C. 29 bypass addition to Fringe Area totals.

SOURCE: Field surveys by Eric Hill Associates, Inc., and N.C. Division of Community Planning

suitability and availability of this land for residential development.

The Housing Study found that availability of land was quite another question. Much of the vacant land considered most desirable for residential development, because it lies next to built-up areas and could be easily served by utilities, is in large tracts. These tracts are either not for sale, or the asking price is so high that development would be prohibitively expensive. Apparently, the owners are not interested in developing the land themselves, and are content to wait for maximum value appreciation.

This has become particularly apparent in Forest Hills, Norwood Park and the University Estates Development outside the fringe. Located on the west side of the area, these developments are still within easy driving time of Reidsville employment centers and help to satisfy middle-income housing demands, but they do little to satisfy the low-income housing demand within the city. Continued development of this type will also place additional rush hour strain on Reidsville's overloaded thoroughfare system.

The influence of unfavorable topography and the availability of some sites along the major highways in the fringe area are leading to heavy strip residential development on NC 158 east, NC 87 east, and NC 29 south. Not only will this create service problems, but it is also cutting off access to large tracts of land which could in many instances be developed for residential or industrial purposes.

Table 5

1969 RESIDENTIAL ACREAGES - REIDSVILLE, N. C.

Study Area	Units Removed*	Units Added*	Net Change in Units*	Average Acreage Per Unit	Net Acreage Change
<u>Incorporated Area</u>					
1	6	3	-3	N/A	.20
2	31	6	-25	.25	-6.25
3	12	6	-6	N/A	-2.00
4	1	26	25	.50	12.50
5	1	18	17	.50	8.50
6	7	14 (MH)	7	N/A	-1.50
7	3	1	-2	.25	-.50
8	1	28	27	.50	14.00
9	5	3	-2	.25	.75
10	0	7	7	1.00	7.00
11	2	64	62	.75	42.00
12	5	23	18	N/A	10.25
CBD	9	0	-9	.25	-2.25
Incorporated Area Subtotal	83	199	116		82.70

<u>Fringe Area</u>					
13	4	3	-1	.50	.50
14	2	16 (8MH)	14	.75	10.50
15	10	57 (37MH)	47	N/A	29.00
16	3	38 (9MH)	35	N/A	33.50
Fringe Area Subtotal	19	114	95		73.50

Planning Area Total	102	313	211		156.20

* - Between 1963 and 1970

N/A - Not applicable

MH - Mobile Homes

SOURCE: Field survey by Eric Hill Associates, Inc., and reported in
Housing Study of Reidsville

Industrial

Table 6

1970 Non-Residential Land Use Acreage - Reidsville

Uses	Incorporated Area			Fringe Area Acreage		
	Added	Removed	Change	Added	Removed	Change
Industrial	34.4	4.1	30.3	8.0	--	8.0
Retail Business	19.8	.5	19.3	1.8	1.8	--
Wholesale Business	1.8	10.7	-8.9	22.3	1.2	21.1
Services	11.4	11.0	.4	1.1	--	1.1
Social & Cultural	12.6	5.6	7.0	6.4	--	6.4
Transportation*	1.2	.9	1.1	.6	--	.6

*Excluding streets and highways for which data is not yet fully available.

Source: Field survey by Division of Community Planning, January, 1970.

A 41.6% increase in industrial acreage within the city reflects Reidsville's economic growth and the attraction of diversified industries. This development took place in the traditional land use pattern for Reidsville -- along the railroad and/or to the south. In a number of cases, plant expansion or building conversions from some other uses were involved.

Since larger industrial sites are limited within the city, it is in the fringe area (and beyond) where signs of the largest industrial growth are beginning to appear. The Sylvania Electric site along the railroad just within the city limits was the largest single industrial addition. The greatest future potential for industrial site development probably exists along both the east and west bypasses. However, there seems to be little indication of industry developing in any certain direction from the city. That is, at this point in time there is no established industrial land use pattern for the fringe area, and thus industry in the fringe area is competing with every other land use. Of the two fringe industrial areas proposed in the 1963 Land Development Plan, evidently neither has proved to be attractive for concentrated

industrial development; at least there have not been any industrial locations there since the Plan was published.

Commercial Activities

It is in the retail and wholesale business categories of land use that some rather remarkable changes have taken place since 1963. There was a 10-acre (32.2%) increase in retail business acreage within the incorporated area, while in the fringe area no change in acreage was recorded. While retail business is a potent economic force, it normally accounts for little acreage in comparison with other categories of land use. Therefore, the increase is significant. Also significant is the fact that there was so little increase in retail acreage in the fringe area. The national trend, which normally holds true for Piedmont North Carolina also, is for retail activities to begin forming strongly in the fringe area around the city, and there is every indication that this will take place eventually in Reidsville.

The national trend in wholesale business activity is one of overall decline, with those businesses that are thriving moving to the fringe areas in order to build more efficient one-story operations, with greater ease of access. This trend would seem to be borne out in Reidsville, with a wholesale trade increase of 16% in sales, a net loss of nine acres (-36%) in the incorporated area, and an increase of 21 acres (80.8%) in the fringe area.

Very little change seems to have taken place in the central business district, in spite of the 1964 Central Business District Plan. Blight has been to a large degree halted, but a number of stores in the main shopping section remain empty, and the traffic situation grows worse.

Most of the eight proposed neighborhood business centers listed in the 1963 Land Development Plan have failed to develop. This, along with the lack of retail business increase in the fringe areas, only increases the inevitability of shopping center development in the fringe.

The greatest concentration of retail business development has taken place in a strip pattern along South Scales Street. This has undoubtedly helped to retain the focus of commercial activity toward the center of town, but this type of development is beginning to threaten residential neighborhoods adjacent to it and is also beginning to put an almost unbearable strain on the thoroughfare street system.

The "service" classification of land use largely involves those commercial activities dealing in a service (restaurants, shoe repair shops, barber and beauty shops, doctors and lawyers offices, etc.) rather than a product sale. Service commercial activities in Reidsville have not increased a great deal in spite of the upward national trend. However, part of the lack of increase in land use acreage for service can be attributed to a reclassification of some uses as part of the land use survey.

In all probability, one of the major reasons why the community has not experienced more serious consequences from the low annual retail sales and per capita retail sales is that virtually all of the retail business is being transacted in a few major stores in the central business district; thus, the volume of retail sales and the annual increase has been sufficient to provide a reasonable margin of profit for most of the business establishments.

Looking to the future, the stability of the retail business segment of the local economy is likely to become more delicately balanced and increasingly sensitive to the fluctuations in other segments of the economy if a cooperative and energetic effort is not made to (1) improve the appearance of the downtown area and (2) encourage more people to shop locally.

Social and Cultural Land Use

This classification includes school, park land, and recreation activities, and those privately owned uses in the cultural and entertainment areas of endeavor. The land use survey showed an increase of only 13 acres for social and cultural activities for the entire planning area. The adequacy of school sites is now under study by the Board of Education, but a measure of the adequacy of the incorporated area's 289 social and cultural acres might be approached on the basis of park land.

A long-established standard recommends one acre of recreation space for each 100 residents. Reidsville comes close to meeting this standard, considering both its publicly and privately owned recreation land, but it appears most of this land is in the outlying region of the incorporated area, away from the greatest population concentration. These existing park lands often seem to be underdeveloped.

Very few of the park and school sites proposed in the 1963 Land Development Plan have been implemented. There would still seem to be a great need for a community center as well as for the proposed new YMCA. The key point for consideration is the fact that the most densely populated areas are not being served properly. If not remedied, this lack of recreation and park facilities will combine with the scarcity of housing to retard Reidsville's economic growth.

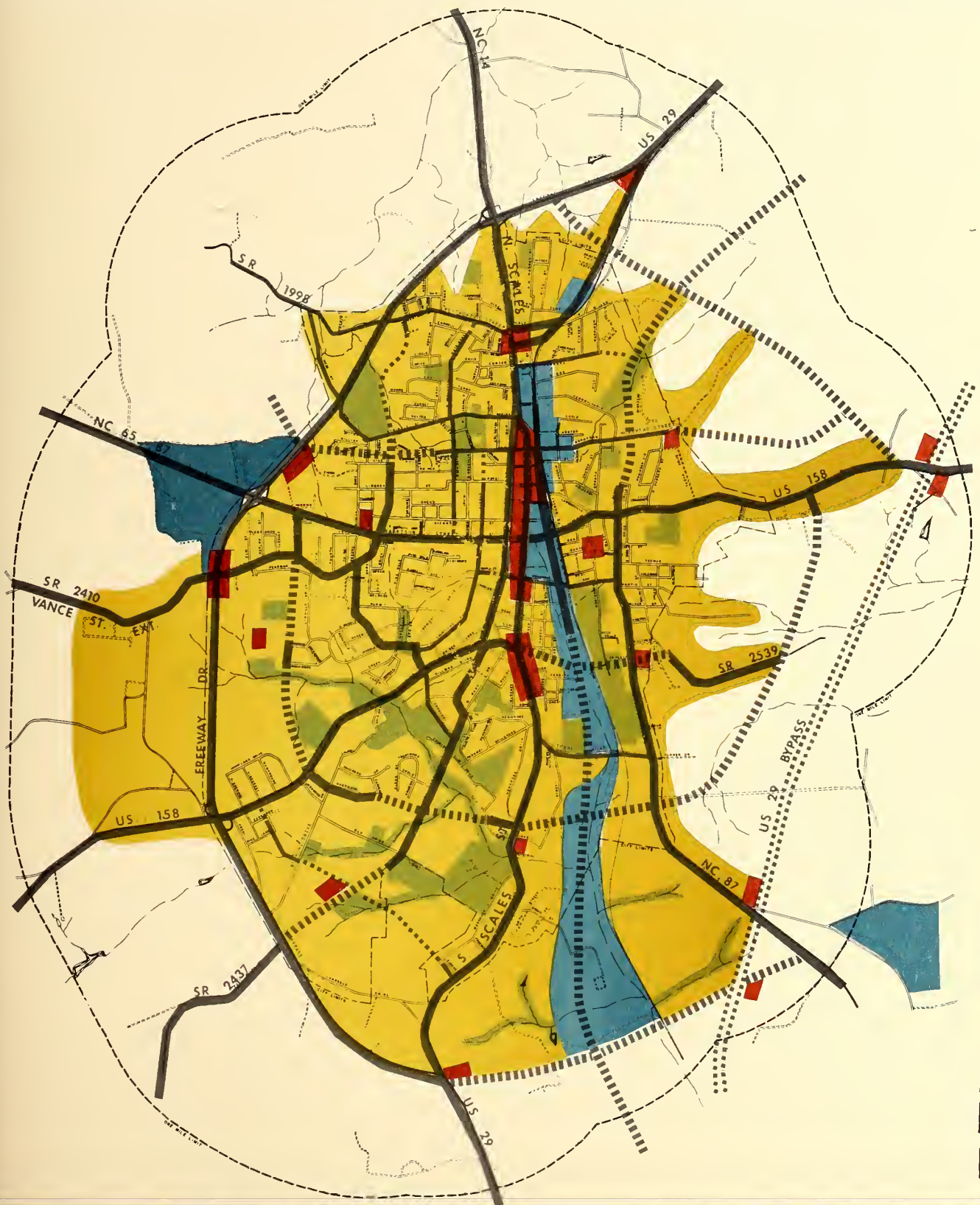
Transportation Land Use

The only significant change in the planning area's transportation acreage is the addition of land to this category as a result of the eastern US 29 bypass.

The transportation land uses in Reidsville consist of street rights-of-way, alleys, railroads, and related uses. Within the corporate limits over one-fourth of the developed land or approximately one-seventh of the incorporated area is being used for transportation purposes. The street system, as might be expected, accounts for most of this acreage.

In some areas of Reidsville, the streets have been laid out in an adequate but conservative manner resulting in relatively low street acreages. In other areas, there are many unnecessary streets resulting in relatively high street acreages. To illustrate this, the streets in the Woodland Subdivision and in many of the newer subdivisions have been laid out to open large parcels of land, yet through careful planning the land has been fully utilized with the street system representing approximately 15 to 20 per cent of the total land being developed. By contrast, in some of the older sections of the city, such as between Wentworth and Piedmont Streets west of the central business district, there are numerous small, often odd-shaped blocks with the street system occupying 30 to 45 per cent of the developed land. There are many explanations for this undesirable type of development which results in a relatively high percentage of land being in streets. The end results, however, usually have been that the developers have had fewer lots to market and the municipality has had more street to maintain.

LAND DEVELOPMENT PLAN
PLANNING PERIOD
1970 - 1990



REIDSVILLE PLANNING AREA
ROCKINGHAM COUNTY
NORTH CAROLINA

1963 LAND DEVELOPMENT PLAN

0 1000 3000 3750
SCALE IN FEET

- RESIDENTIAL, LOW DENSITY
- RESIDENTIAL, MEDIUM DENSITY
- COMMERCIAL
- CULTURAL & RECREATIONAL
- INDUSTRIAL

EXISTING - PROPOSED

- MAJOR THOROUGHFARE
- MINOR THOROUGHFARE
- FREEWAY

MAP-5

INTRODUCTION

The Updated Regional Land Use Analysis Comparison presented data and observations concerning the actual development of the Reidsville planning area over the seven-year period from 1963 to 1970. In updating the Land Development Plan these will be used to evaluate the development recommendations contained in the 1963 Plan, and to indicate the land use locations and changes in policy needed to insure Reidsville's orderly growth during the present planning period (1970-1990).

In the course of this planning element, each major land use category will be considered separately and discussed in the context of (1) recommendations made in the 1963 Plan, and how their validity has been affected since then; (2) recommendations for new locational concentrations and directions of growth in view of present situations and trends; (3) guidelines on the discouragement of further location or expansion for certain land uses in some sections of the planning area; and (4) acreage needed for proper future development of particular land uses in relation to the needs of the entire community.

Each land use requires certain conditions in order to be attracted to an area, or to operate efficiently in it. As an approach to consideration of land development in the planning area, some of these land development factors are listed in Table 4 and related to types of land use as a guide for policy planning. In Table 5, sections of the planning area are rated and compared on the basis of the same land development factors. In Table 6, future land use acreage needs are computed and listed for reference in the land use category discussions that will follow.

QUALITATIVE LAND DEVELOPMENT FACTORS CORRELATED TO POSSIBLE LAND USES

X = Necessary
/ = Desirable
- = Unnecessary

	Residential			Commer- cial	Highway Commer- cial	Industrial		Publ. & Institu- tional	Rec./ Tour- ism	Roadside Tourist (Non-Comm.
	Single- Family	Multi- Family	Vacation Homes			Heavy	Light			
<u>Topography</u>										
Flat terrain (less than 6% slope)	/	X	-	X	X	X	X	/	-	/
Not cut by streams	/	X	-	/	X	X	X	-	-	X
Not subject to flooding	X	X	X	X	X	X	X	X	/	/
Streams available for recreation	-	-	/	-	-	-	-	/	X	-
Outstanding scenic view	/	-	/	-	/	-	-	/	/	X
<u>Access</u>										
Primary (truck) highway access	/	/	-	/	X	X	/	-	/	/
Major thoroughfare or secondary road access	X	X	/	X	/	X	X	X	X	X
Railway access	-	-	-	-	-	X	/	-	-	-
30 min. access to metro. population centers	/	/	-	-	-	/	/	-	/	-
15 min. access to local population centers	-	-	-	X	/	X	X	X	/	-
45 min. access to trunk airport	/	-	/	-	-	X	X	-	-	-
Close access to general aviation airport	-	-	/	-	-	/	/	-	-	-
Close to higher education and research facilities	/	/	-	-	-	/	/	/	/	-
Uncongested street traffic conditions	X	/	X	/	/	/	/	/	/	/
<u>Services</u>										
Piped water system	/	/	-	/	/	X	/	/	/	-
12" mains for fire insurance rating	/	/	-	/	/	X	/	/	-	-
Sewer System	/	X	-	/	/	X	/	/	-	-
Fire protection	X	X	/	X	X	X	X	X	/	-
Superior elementary & secondary education	X	X	-	-	-	X	X	-	-	-
Sufficient electric power	X	X	/	X	X	X	X	X	X	X
Natural gas	/	/	-	/	/	/	/	/	-	-

Table 7 (Continued)

Land Use	Residential			Commercial		Industrial		Publ. & Rec./		Roadside
	Single-Family	Multi-Family	Vacation Homes	Commercial	Commercial	Heavy	Light	Institutional	Tourism	Tourist (Non-Comm)
Large sites available in reasonably unified ownership	/	X	-	/	/	X	X	X	X	-
Compatible adjoining land use	X	X	X	X	X	X	X	X	X	X
Zoning ordinance in effect	X	X	/	/	/	/	/	/	/	-
Subdivision regulation in effect	X	X	/	-	-	/	/	/	/	-
<u>Water</u>										
Uncontaminated source	X	X	X	X	X	X	X	X	X	X
Continuous supply	X	X	X	X	X	X	X	X	X	/
<u>Soil</u>										
Suitable for septic tanks if sewer not available	X	X	X	X	X	-	X	X	/	/
Depth suitable for foundations	/	/	-	/	/	/	/	/	-	-
Bearing strength suitable for heavy structures	-	-	-	/	/	X	/	/	-	-
<u>Land Cover</u>										
Forested	/	/	/	-	-	-	-	/	X	/
Wooded lots and scattered trees	/	/	X	/	/	/	/	/	X	X
Cleared	-	-	-	/	/	/	/	-	-	-
Adequate labor supply	-	-	-	X	X	X	X	X	/	-

Table 8

QUALITATIVE LAND DEVELOPMENT FACTORS COMPARISON RATING
FOR THE REIDSVILLE PLANNING AREA (Generalized)

	North Reids- ville	CBD*	South Reids- ville	North- west Fringe	North- east Fringe	South- west Fringe	South- east Fringe
<u>Topography</u>							
Flat terrain (less than 6% slope	/	X	X	/	/	X	X
Not cut by streams	/	X	X	/	/	X	X
Not subject to flooding	X	X	X	X	X	X	X
Streams available for recreation	/	-	/	/	/	/	/
Outstanding scenic view	-	-	-	-	-	/	-
<u>Access</u>							
Primary (truck) highway access	X	X	X	X	X	X	X
Major thoroughfare or secondary road	/	X	X	/	/	/	/
Railway access	/	X	X	-	X	-	X
30 min. access to metro. population centers	X	X	X	X	X	X	X
15 min. access to local population centers	n/a	n/a	n/a	X	X	X	X
45 min. access to trunk airport	-	-	-	/	-	/	-
Close access to adequate general aviation airport	-	-	-	-	-	-	-
Uncongested street traffic conditions	-	-	/	X	X	X	X
<u>Services</u>							
Piped water system	X	X	X	/	/	/	/
12" mains for fire insurance rating	X	X	X	-	-	-	/
Sewer system	X	X	X	/	-	-	/
Fire protection	X	X	X	X	X	X	X
Superior elementary & secondary education	X	X	X	X	X	X	X
Sufficient electric power	X	X	X	X	X	X	X
Natural gas	X	X	X	X	X	X	X
Adequate close-by recreation facilities	-	-	/	-	-	-	-
<u>Land Use</u>							
Large sites available in reasonably unified ownership	/	-	/	X	X	X	X
Compatible adjoining land use	/	/	X	X	X	X	X
Zoning ordinance in effect	X	X	X	X	X	X	X
Subdivision regulations in effect	X	X	X	X	X	X	X

Table 8 (Continued)

	North Reids- ville	CBD*	South Reids- ville	North- west Fringe	North- east Fringe	South- west Fringe	South- east Fringe
<u>Water</u>							
Uncontaminated source	X	X	X	/	/	/	/
Continuous supply	X	X	X	/	/	/	/
<u>Soil</u>							
Suitable for septic tanks	n/a	n/a	n/a	/	/	/	/
Depth suitable for foundations							
Bearing strength suitable for heavy structures							
<u>Land Cover</u>							
Forested	-	-	/	X	X	X	X
Wooded lots and scattered trees	/	-	/	X	X	X	X
Cleared	/	-	/	X	X	X	X
Adequate labor supply	X	X	X	X	X	X	X

* Central business district

X = Available

- = Not available

/ = Available in some instances

n/a = Not applicable

Table 9
Reidsville Planning Area
Projected Land Needs to
1990

Use	Existing Acreage (1)	Acreage per 100 persons (2)	Future Need Projection Factor (3)	Additional Acreage Needed to 1990 (4)
Residential	2,093	12.0	1.0	480
Industrial	137	.8	1.66	53
Retail Business	66	.4	2.0	32
Wholesale Business	42	.2	2.0	16
Services (including government)	68	.4	1.5	24
Social & Cultural	331	1.9	.5	38
Transportation	1,122	6.4	.75	192
Undeveloped	9,949	56.9	--	--
Total	13,808	78.9	--	835

(1) Estimates based on surveys by Eric Hill Associates (residential; July, 1969) and Division of Community Planning (non-residential; January, 1970).

(2) Based on Eric Hill Associates estimate of 1969 population at 17,500 persons.

(3) Factors determined by relating present land use to future use, based on trends and growth prospects listed in text. A factor with a numerical value of 1.0 will, for the calculation explained in the note below, act to increase a category of acreage by about the same amount as the projected increase in future population.

(4) Based on factors mentioned above, and Division of Community Planning projected 1990 population of 21,500. Example of calculation:

Residential Use	21,500 (1990)	
	-17,500 (1967)	
	<u>4,000</u>	Population Increase

Thus, 40 (100 persons) x 12.0 x 1.0 = 480 additional
(col.2) (col.3) acres needed

RESIDENTIAL ELEMENT

The Reidsville Housing Study done by Eric Hill and Associates in 1969 documents the critical need for housing in the area. As already discussed in the Land Use Analysis, providing this housing depends on a number of factors -- one of the most critical being the availability of sites. The Housing Study states that no less than 603 new housing units will be required before 1974.

The 1963 Land Development Plan indicated that the best areas for residential development were located to the south and west of the old U.S. 29 bypass. This is still essentially true, although there are a number of other available sites, both within the outside the city limits, that can be readily developed for residential use if the land can be acquired.

The need for new housing outlined in the Housing Study and the anticipated increase in residential development correlate closely to the residential acreage change over the past seven years. The past trend and anticipated future needs lead to the conclusion that at least 480 additional residential acres will be needed during the planning period.

As the 1963 study pointed out, much of the land to the north and east of the city is both too potentially costly to serve with water and sewer lines and on terrain too rough to develop. However, using proper site planning, much of this land could be developed with low-density, single-family homes. To fulfill Reidsville's projected housing needs during the planning period, all residentially suitable land will have to be utilized instead of the established practice (all too common in the fringe area) of selling lots along existing main roads and isolating usable property. Thus, the need for more planned site development, regardless of whether single-family, or multi-family construction is involved.

The housing needs also indicate that there is potentially a good market for multi-family housing of both the apartment and town house variety. More of this construction will have to be undertaken if housing needs are to be accommodated on available land. For private enterprise, construction of this type of housing depends to a large extent on the availability of city water and sewerage unless the developer feels it is economically feasible to install his own utilities. Publicly financed efforts will eventually have to include provision for extending water and sewerage to available developable land. The Land Development Map notes several sites suitable for concentrated medium-density residential development inside and just outside the city limits, within range of existing water and sewer lines.

Another limiting factor on housing provision is the income level of those who need it. The Housing Study states that at the present time there are approximately 1,234 families eligible for public housing on the basis of income. It further calculates that 400 units of publicly financed housing are needed in the first five years of the planning period. This is a job for the Reidsville Housing Authority, and can probably best be started with rent subsidized low-income construction, in projects of not more than 50 units (preferably in the 20-30 unit range).

A somewhat heavier reliance, however, should be placed upon construction of single-family, duplex, and townhouse units, where the low-income families' rent will be applied to the eventual purchase price of the home. This should be carried out concurrently with the rent subsidized construction, or as a second stage project, utilizing small plots of land on a "fill in" basis starting at the city's center and working outwards. Although it is necessary for the Housing Authority to begin its activities with the rent subsidized projects for the purpose of relocating low-



WEEDSVILLE PLANNING AREA
PORTIONS OF COCONINO COUNTY
AND MOHAVE COUNTY

1970 LAND DEVELOPMENT PLAN

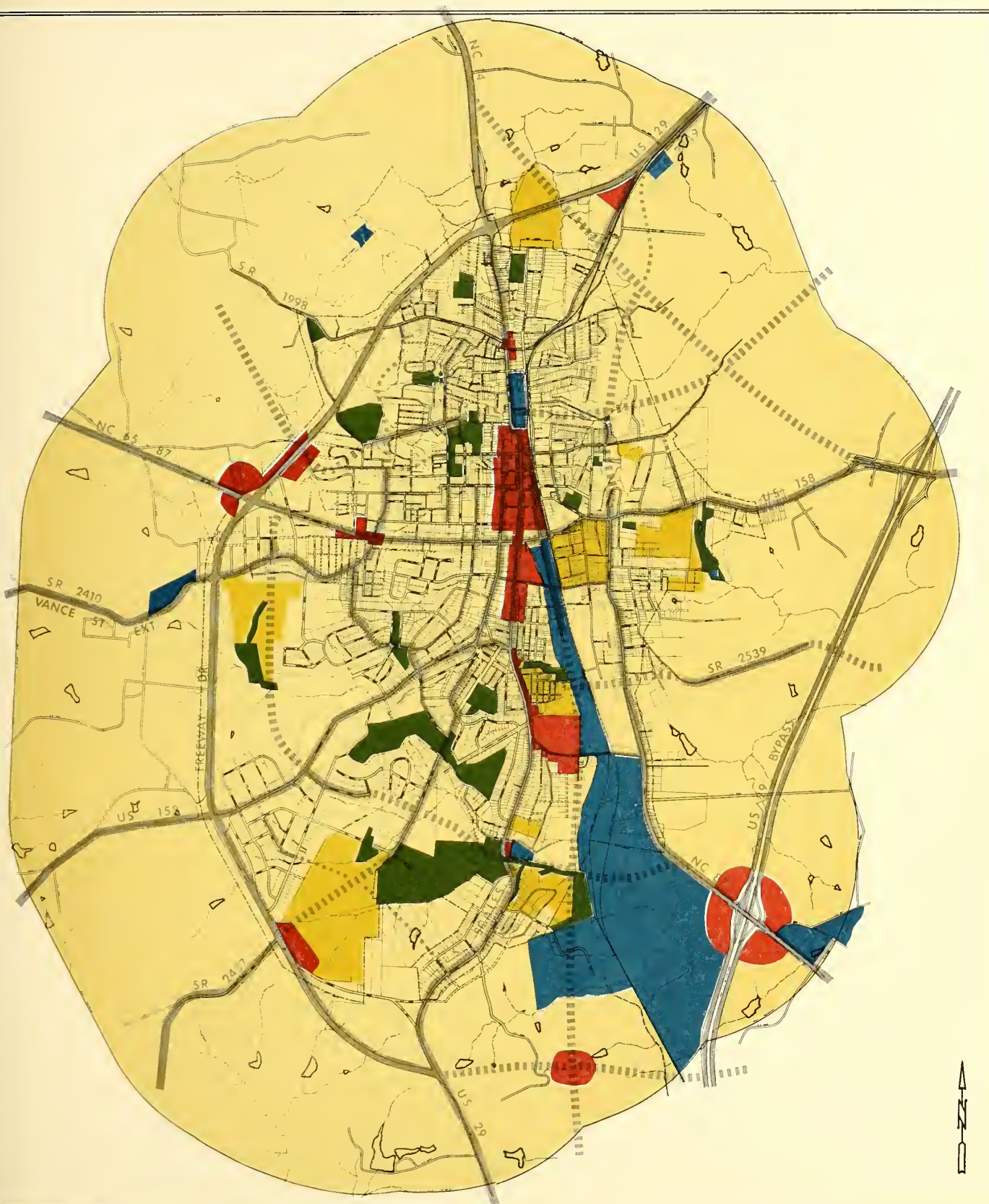
LEGEND

- CBD CENTRAL BUSINESS DISTRICT BOUNDARY
- 1 THRU 6 REDEVELOPMENT AREA BOUNDARY

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WASHINGTON, D.C. 20535



**REIDSVILLE PLANNING AREA
ROCKINGHAM COUNTY
NORTH CAROLINA**

1970 LAND DEVELOPMENT PLAN

0 1000 2000 3000 3200
SCALE IN FEET

- RESIDENTIAL, LOW DENSITY
- RESIDENTIAL, MEDIUM DENSITY
- COMMERCIAL
- CULTURAL & RECREATIONAL
- INDUSTRIAL

EXISTING - PROPOSED

- MAJOR THOROUGHFARE
- MINOR THOROUGHFARE
- FREEWAY

MAP-6

income families from substandard housing and providing relocation units for redevelopment areas, emphasis should be placed upon the construction of those units that will be owned eventually by their tenants.

Because of the seriously blighted nature of some Reidsville neighborhoods to the east of the central business district, and also because of the general unavailability of unified housing tracts, Reidsville should become involved in urban renewal and redevelopment within the first half of the planning period. The formal urban renewal process is necessary to obtain funds for owner-undertaken home rehabilitation grants, necessary additional municipal capital improvements grants, open space and recreation facilities aid, and finally for the resubdivision and resiting of homes that will be necessary in some areas. Redevelopment area boundaries have been drawn on the Land Development Plan map in accord with the housing conditions reported in the Housing Study.

It should be emphasized that the major concern of the renewal efforts should be with the rehabilitation of deteriorating homes to stop the spread of blight through the older residential areas. Specific treatment of individual redevelopment areas is recommended as follows:

1. Districts 1 and 2 (northeast and east):
Conservation and rehabilitation of existing homes;
clearance of dilapidated structures;
resubdivision and resiting as necessary;
closing of some streets and construction of others;
tap on to water and sewer of as many homes as possible;
street paving, sidewalks, curb and gutter, as necessary;
provision of additional recreation space and expansion
of existing park.
2. District 3 (southeast):
Rehabilitation of existing homes;
clearance of dilapidated structures, construction of new
scattered site housing.

3. District 4 (south):
Intensive commercial and industrial development around this district indicates the desirability of complete redevelopment if possible, with medium- to high-income multi-family dwellings. Redevelopment will have to be initiated under the urban renewal process, but should be profitable enough to be ultimately carried out by private enterprise. Sound homes in the area should be moved to adequate sites in the other redevelopment districts.
4. Districts 5 and 6 (northwest and west):
Conservation and rehabilitation of existing structures, clearance of dilapidated units, improvement of recreation facilities and park space, street pavement as needed, curb and gutter. Some resubdivision and resiting may be necessary, but this should be mostly minor.

COMMERCIAL ELEMENT

Reidsville's role as a sub-regional retail, wholesale and service center has been discussed in the Land Use Analysis. In general, wholesale activities will continue to locate in the fringe area, where single-story warehouse space is available, and most probably in industrial districts. Retail and service commercial activities growth will receive most attention here, as a primary problem for the city's future development.

The 1963 Development Plan stated that:

In any community there are both desirable and undesirable locations for business uses. If they are situated in desirable locations, they usually prove to be an asset to the community; on the other hand, if business uses are permitted to locate in undesirable locations they can create traffic congestion, lower surrounding residential property values, and in general be a liability to the community.

The consideration of commercial growth in any community usually divides itself into concern for the central business district (CBD), and commercial patterns outside the central

business district. In Reidsville's case, the 1963 Plan showed particular concern for the condition and prospects of the CBD. This concern was justified, and led to the production of a CBD study in 1964. The recommendations in this study were, for the most part, never implemented, and the CBD remains much the same today as it was then, except for a few more empty stores. This would not be so bad in itself, if it were not for the fact that the central business district is the heart of the community, and at the beginning of the planning period is about to face a severe test from commercial growth around the edge of the city and in the fringe.

Because of regional shopping influences, present and projected residential growth in the southern part of the planning area, and the completion of the new U.S. 29 bypass, a great deal of market pressure is building up to a sizable expansion of commercial facilities in the planning area's southern half. Up until this point, competitive pressures on the CBD have been minimal because the city's only sizable shopping center, Pennrose Mall, has tended to funnel traffic into the center of the city.

These future developments are anticipated on the Land Development map:

1. There will be considerable expansion of commercial activities on land immediately adjacent to Pennrose Mall.
2. A combined shopping center and multi-family housing development, privately financed, should be constructed on the old U.S. 29 bypass, in the southwest of the planning area.
3. The high potential for highway commercial uses at the intersection of N.C. 87 and the new U.S. 29 bypass would seem to make almost inevitable the construction at that point of motel, restaurants, and/or shopping center enterprises.

As a companion move to this anticipated growth, the city, the Merchants' Association, and the Chamber of Commerce will hopefully move to strengthen the competitive situation in the central business district. This should be done in part by implementing recommendations from the 1964 CBD study, and in part by exploring the feasibility of directing some of the city's future urban renewal and redevelopment efforts to aid in the rejuvenation of the city's center. One factor in favor of this approach is the interdependence between the CBD and the redevelopment districts to the east. The condition and stability of the transition zone between them (the blocks on either side of the Southern Railway right-of-way) affects the future of both.

The 1963 Plan proposed a number of neighborhood and highway business areas, most of which have failed to grow since that time. Unlike other types of land use which can be influenced and occasionally even established by action of public agencies, commercial activities grow where there is a market for them. Businessmen do a good job seeking out markets or else they fail. Keeping in mind the quoted paragraph from the 1963 study, it is the responsibility of the city government and the Planning Board to be concerned with the overall interests of the community in encouraging retail and service activities to concentrate in "good" locations (from the point of view of traffic influences, property values, use of land, and provision of services).

Although retail and service activities will continue to locate around intersections on the northwest section of the old U.S. 29 bypass, their establishment south of the Vance Street intersection on that road should be discouraged unless they are to be an integral part of a large scale, well-planned, shopping center development.

Similarly, retail sales and service concentrations should be encouraged at "natural" locations such as major intersections on the proposed roads in the Thoroughfare Plan as they are constructed. Haphazard location of commercial enterprises in strip patterns along these new roads (as well as existing thoroughfares) is detrimental to good traffic flow, safety, and the efficient utilization of land for other uses when suitable sites are in short supply -- especially critically needed residential land. One such commercial concentration (anticipated for development in the second half of the planning period) is proposed for the intersection of the Way Street extension and the southern connector between the old and new U.S. 29 bypasses.

Whether new general, neighborhood, or highway business uses are being considered, their effect on the surrounding neighborhood and the people living there must be of prime importance. The 1963 Plan indicated that there was a need for further neighborhood business growth throughout the planning area. This is probably true today, but it too should take place, for the most part, in concentrations as indicated on the Land Development Plan.

It is strongly recommended that further strip commercial development be resisted and discouraged along Scales Street and its old U.S. 29 fringe area continuation. Not only is traffic reaching a saturation point along that route, but valuable and much needed residential areas are being needlessly threatened by the location of new commercial enterprises.

The new U.S. 29 bypass-U.S. 158 intersection is not a particularly good location for new highway business enterprises because of the many residences around that intersection and the nearby land which is best suited for residential development (according to the Housing Study). It is possible that this

situation may change in the future if most of the other good commercial sites are used up, but this should be one of the last highway commercial locations to develop. Thirty-two additional business acres are projected for the planning period without this location, and this would seem to be sufficient.

Most service activities are commercial, although governmental services were included in that classification for the Land Use Analysis. Reidsville ranks lower than it should in business service growth, and should be able to support considerably more to judge by national trends (which rank business service growth almost twice that of retail growth in most locations), and Reidsville's anticipated shopping center growth (service activities show a tendency to locate near retail activities in shopping centers). The Land Use Analysis shows a net service acreage growth from 1963 to 1970 of only two acres, for a 1970 total of 68 acres, including governmental services. Although governmental services represent only a small portion of the total, they are bound to grow in proportion to future increases in the population. Since all indications point to a planning period growth more nearly in line with national and regional trends, an additional 24 acres of service use are projected for the planning area.

Reidsville already ranks as a sub-regional wholesale trading center, by virtue of its 28.8% land use growth for that category in the 1963-70 period. On the assumption that the momentum of this growth can be continued, a need for 16 more acres of wholesale land use is anticipated.

INDUSTRIAL ELEMENT

The Reidsville area has been particularly fortunate in its industrial activity growth, as discussed in the Economic Section of the Updated Land Use Analysis. There will be a continued need for industrial growth and diversification in the future, but the lack of adequate new industrial sites emphasized by the 1963 Plan has been or soon will be, remedied by:

1. the airport industrial park;
2. access to the sites in N.C. 87-new U.S. 29 bypass interchange area; and
3. anticipated construction during the planning period of proposed major thoroughfares near the rail line in the southeast quadrant of the planning area.

Other additional industrial growth can also be anticipated beyond the planning area to the northeast, and also to some extent through the redevelopment of old industrial sites closer to the CBD. It is important to note, however, that the southeast industrial sites located on the Land Development Plan map are not completely serviced by water and sewer at this time, and will never reach their potential for attracting smaller diversified light industries from outside until they are fully served.

Two proposed industrial areas in the 1963 Plan have been dropped from this updating. The Madison Street site has been taken over by wholesaling activities, although there is still some small industrial growth potential in that area. The large proposed industrial area to the west of the old U.S. 29 bypass-N.C. 87-N.C. 65 intersection has been dropped because it is felt that it is more suitable for residential and commercial development at this time, and in view of the increase in large industrial sites elsewhere in the planning area. Although it is not meant to completely rule out this particular area for industrial growth, this is a low priority site in comparison with others available.

Any further industrial growth or expansion on the southern portion of old U.S. 29, between Vance Street extension and South Scales Street, would act against the anticipated southwest direction of residential growth, by blocking the utilization of good residential sites adjacent to that road and lowering property values of homes already in the area. This "rule of thumb" could be applied to most locations in the southwest quadrant of the planning area. Industrial development along the Vance Street extension (SR 2410) has been favorable up until now, but most future expansion in that neighborhood should be discouraged. It would not only ruin the residential environment and property values for homes already there, but would begin to "eat up" residential land most suitable for development in the fringe area --those tracts bounded by the bypass, SR 2410, and SR 2414 (bisected by Sunnycrest Drive).

The same reasoning applies against the expansion of the small (and inadvertently created) industrial area on old U.S. 29, below the bypass. Many good homes will have residential property values reduced by the further expansion of this industrial/commercial area. It should be developed for future residential subdivisions.

TRANSPORTATION ELEMENT

The transportation land use is made up primarily of streets and highways, although it does include rail rights-of-way, truck storage yards, transfer warehouses, and taxi lots.

As noted in the Land Use Analysis, the city has a relatively high percentage in land in street and highway right-of-way. While some residential streets and collectors will undoubtedly be added during the planning period, in both the city and the fringe area,

there should not be any large increase in transportation acreage except for those major and minor thoroughfares constructed as proposed on the Thoroughfare Plan.*

Taking these route acreages into consideration indicates an additional transportation increment of 192 acres to be added to the planning area during the 1970-90 period.

Highest priorities for construction have been assigned to the South Scales Street-new U.S. 29 bypass connector, and the Way Street extension. This should relieve some of the traffic congestion on this vital approach to the central business district area.

No further thoroughfare plan recommendations seem necessary at this time.

It should be noted, however, from the Land Development factors rating in Table 8, that Reidsville shows a deficiency in having no close access to an adequate general aviation airport. This is surprising for an industrialized planning area of this size. Coupled with the long trip required to reach Greensboro-High Point Regional Airport, it could represent a drawback to future location of some industries in the area.

A centralized Rockingham County general aviation airport has been proposed for location on Settle Bridge Road (SA 2145), northwest of Wentworth. It is recommended that the city give support to this airport development project, if it is to be constructed to Federal Aviation Administration standards (thus insuring its future expandability).

*The Reidsville Thoroughfare Plan was jointly adopted by the City and the State Highway Commission on February 18, 1969. Final routings are not available as route feasibility engineering surveys for all proposed major thoroughfares are still being studied prior to a final report by the consulting engineers, Kimley-Horn of Raleigh, to be available late in 1970.

SOCIAL, CULTURAL AND RECREATION ELEMENT

While a number of small pocket-size parks have been acquired within the city limits since the 1963 Plan was issued, few of them correspond to the locations proposed at that time. On the other hand, large tracts of park land (not anticipated by the 1963 Plan) have been acquired by the city in the southern part of the planning area. The small Jaycee Park, representing about one-tenth of the total acreage, is the only part of those tracts to be actually developed. Therefore, in estimating additional recreational acreage for the planning period, account must be taken of the city's park lands now comprising a large portion of the existing 331 acres of social and cultural land use (282 of these inside the city, and 36 in the fringe area).

Most of this park land is located in the southern part of the city, underdeveloped and unassimilated into recreation use. At the same time, recreational, social, and cultural acreage in the northern and eastern parts of the city are inadequate, to judge by interviews with residents and recreation personnel in those areas. In view of the fact that there must be some advanced acquisition of open space and building sites for social and cultural activities at the same time the full use of existing acreage is being developed, additional acreage is projected in a ratio of one-half the population increase for the planning period -- thirty-eight additional acres.

The following recommendations are made for additions to the city's recreation inventory during the planning period in addition to the all-important further development of existing facilities:

1. Activation of a neighborhood community center at the Banks Street school site. This would primarily serve the lower-income northeast area of the city, and could be accomplished through a land swap between the Board of Education and the Recreation Department.

2. Planning should be done now toward the provision of a full scale community center at a central location, sometime during the first half of the planning period. Since construction of a new YMCA facility is now under-way (and provided the Branch Street School center is started), the greatest need for indoor sport, meeting rooms, and arts and crafts facilities exists in the southern and western portions of the planning area. Funds for such a community center should be raised by public subscription throughout the community but there is some small possibility that construction might be facilitated as part of the redevelopment effort outlined earlier.*
3. Acquisition of a park site behind the pumping station on Washington Street.*
4. Acquisition of a park site near the intersection of Moss and Wentworth Streets.*
5. Construction of new library facilities, as outlined in the Community Facilities Plan, but with provision for adequate parking facilities. This would seem to rule out reuse of the present center-city site, but a location in the central business district is desirable, in order to provide library access for all income groups.

It is important and strongly recommended that all redevelopment efforts include acquisition and development of adequate recreation and open space. This is made somewhat easier in the Reidsville planning area by the occurrence of broken terrain, streams, and small, deep-sided valleys. Some possibilities for open space utilization have been sketched into the redevelopment and medium-density residential areas noted on the Land Development Map.

In connection with future open space acquisition, it should be remembered that the outer city areas and the fringe area contain a number of potential flood plain problem areas. At the present

*Federal funding may be available to aid in the financing of this. The Recreation Division, Department of Local Affairs should be consulted to aid in implementing the project and financing it.

time, development and the clearing of vegetation has not reached the point where run-off of storm waters through these potential flood plain areas is a major problem. However, as development continues, some provision will have to be made for flood plain zoning (probably before 1975), and the best potential use for these limited development flood plain areas is open space and recreation.

School site selection is an important part of the consideration of future social and cultural land use. Due to rapidly changing conditions all school construction plans are actively under reconsideration by the Board of Education at this time. Interviews with Board of Education personnel indicate that while it is impossible to pinpoint exact sites for new school construction until the studies are completed, the guidelines for proposed school sites contained in the 1963 Land Development Plan still hold generally true:

As residential development intensifies in the southern portion of the planning area, near the high school, there will be a need for an elementary school.

As the area north of Woodland Subdivision continues to develop residentially, and as the population density increases, an elementary school will be needed.

It is not anticipated that there will be extensive residential development east of the Southern Railroad during the next twenty years. It is very probable, however, that during this period many of the scattered vacant lots will be developed along with possibly a few new, but small, subdivisions. The effect of this development will increase the number of elementary children in the area. Lawsonville Avenue School is currently operating near capacity. Therefore, any significant increase in new students would necessitate either enlarging the present facility or constructing a new facility. To enlarge the present structure and maintain a reasonable amount of open space around the structure would mean that several residential lots and dwellings would need to be acquired. An alternative would be to either replace or supplement this facility with a new school in the same general area.

One high school has been converted to a Junior High School, and the old Junior High School turned into a middle school since the writing of the 1963 Plan. Board of Education studies are now centered around the need and possible locations for a new Junior High School within the next five years.

It is recommended in general that additional land be purchased adjacent to the present high school site as the first step toward a campus school plan, and that multi-story school construction be adopted in order to better utilize the land available.

SUMMARY OF RECOMMENDATIONS

1. The Reidsville Housing Authority should act as soon as possible to begin construction of low-income housing, with emphasis upon low-density, scattered site, single-family units, in which rent payments can eventually be applied to the purchase price of the home.
2. The city should begin planning for a necessary involvement in the urban renewal/redevelopment process, by engaging a consulting planner to begin the necessary feasibility studies. The main urban renewal emphasis should be upon conservation and rehabilitation of existing housing units.
3. The Merchants Association, the Chamber of Commerce, and the city government should combine in a major effort to rejuvenate the central business district, before outside commercial competition makes this goal even harder to attain. The 1964 Central Business District Study would serve as a good starting point for action planning.
4. Further "strip" commercial and residential development should be resisted, with particular attention to improving the situation along South Scales Street and old U.S. 29.
5. The southwest quadrant of the planning area should be generally reserved for residential use. Further industrial location there should be discouraged, and commercial development encouraged only if it is to take place as part of planned, shopping-center-type concentrations, with consideration for the residential character of the area in mind.
6. With regard to recreation, the city's policy should continue to be one of advanced open space and recreation site acquisition, and development of existing park lands, on a concurrent basis. Emphasis should be given to provision of more recreational facilities in the northern and eastern parts of the city, and planning should begin to launch a community fund-raising drive for construction of a centrally located community center within the next five years. The possibility of federal financial assistance should be explored.
7. The city as well as planning area business interest should give significant support to the creation of a county airport.

8. Continued development in the Reidsville planning area will require not only periodic updatings of the various planning elements, but also greater daily attention to that development and its attendant needs. This will be especially true if the city becomes involved in area redevelopment, even with the aid of outside consultants. It is recommended that the city government, with the active support of the Planning Board, work toward the creation of a county planning department and/or the employment of a full-time city planner. The Division of Community Planning will aid these efforts in any way possible, and will, of course, be available to render any necessary planning assistance necessary after their successful fulfillment.

CONCLUSION

The Importance of the Planning Process in Reidsville

Comparison of land use growth and development patterns between 1963 and 1970 have, in this study, resulted in an updating of the Land Development Plan. A plan is necessary for future orderly development, but it is of no use at all unless its recommendations are implemented and the plan itself is used as a guide in the planning process. Insuring that the plan will succeed involves a number of factors - but primarily it is the responsibility of the Planning Board.

Any plan is obsolescent to some extent almost before it is printed. The Planning Board will have to use the spirit as well as the letter of this plan in making recommendations for solutions to future development problems.

In order to cope with Reidsville's problems, it will be necessary to take a comprehensive approach, always balancing physical and economic considerations with social and political factors. For example, the city needs industrial diversification, better streets, and good zoning administration; but it is just as badly in need of better housing, recreation, mental health, care of the elderly, child day care, youth programs, day-to-day involvement of the churches in problems of the people, and even specialized training for the police department (to name only a few).

The Reidsville Planning Board has had a good record of intelligent zoning and physical planning decision-making. But, if the Planning Board is to be effective in the future, it will have to live up to its responsibility by taking the lead in:

- Adopting the comprehensive approach to planning, which will result in a greater emphasis being given to social problems of the city as they relate to the physical, economic and political situation.
- Making a conscientious and active effort to find out what the developing problems of the city are so that they can be dealt with: What do the residents want their city to be like? What do the young and the poor feel are their greatest problems, and what can be done about it?
- Proposing new approaches to problems and new programs. A new program to fill a particular problem need will cost money. If the Planning Board is convinced the program is reasonable, it is the public body that should take the lead in calling for raised taxes to pay for it. An example of this would be active Planning Board support of the proposed County Planning Department.
- Coordinating Reidsville planning efforts. The Planning Board is the one nonelective public body that can do this through joint coordinating meetings with the Board of Education, the Recreation Commission, the City Council, and others. The land use comparisons for the last seven years in this report make it evident that there has been little planning coordination in the past. Sites unmentioned in the 1963 Plan have been acquired, while many of the proposed sites have not been acted on.
- Urging the City Council to adopt this Updated Land Development Plan as an official statement of land development policy for Reidsville.

The Planning Board also has an obligation to represent ALL of the people, and in so doing it should not only invite opinion and participation from as many groups as possible throughout the city, but also should broaden its own membership when possible to include representation of the blacks and young people groupings in the community.

Increasing its involvement in the planning process by acting on these responsibilities is the real challenge now facing the Reidsville Planning Board.

